

Historic, Archive Document

Do not assume content reflects current
scientific knowledge, policies, or practices.

9422
A2F732

WAR FOOD ADMINISTRATION
OFFICE OF MARKETING SERVICES
150 Broadway, New York 7, N. Y.

January 3, 1945

To: District and Sub-District Representatives

From: Donald G. Lerch, Acting Chief
Marketing Reports Division

Subject: Food for 1945

We believe the attached information on the supplies of various foods for the coming year will be of great value to you in answering questions from the public, the trade, and the press. However, none of this information should be released to the press as is. Rather it should be used as background information when discussing supplies of commodities with them.

This information has been compiled from several sources and is a well rounded, accurate statement at the present time. You will notice that the attached material is dated December 15 and while we can not say exactly when it will be supplanted with later information we believe you can use it for at least a month and possibly longer.

100-100000-100000

519486
WAR FOOD ADMINISTRATION
OFFICE OF MARKETING SERVICES
150 Broadway, New York 7, N. Y.

FOOD FOR 1945

1. What Will Be The Food Situation In 1945?

The civilian supply of food in 1945 is expected to be about the same as in 1944, when the average civilian consumed at least 7 percent more food than he did in the pre-war years of 1935 to 1939. The proportion of certain foods may increase, of others it will probably decrease.

2. What Will Be The Civilian Sugar Situation In 1945?

Sugar consumption during the past year has been practically up to the hilt allowed by the rationing controls, and civilians cannot expect more sugar early in 1945. However, as the canning of the large 1944 fruit crop, together with the Christmas candy trade, made sugar for usual uses scarce in the fall of 1944, easing of this seasonal shortage is expected.

Sugar will not be plentiful. Our domestic production goals on both cane and beet sugar have been increased but shortage of labor will prevent this supply from increasing much in 1945.

Offshore sugar from Cuba and other areas is available, but our present supply lines to Europe and the Pacific are demanding all the ships that might otherwise bring this sugar to our refineries. Also, the Japs still hold areas that provided a large part of our pre-war sugar supply. A barge line from Cuba to Port Everglades, Florida has been re-established, to carry sugar. During the first 10 months of 1944, entries of raw sugar to the country were about a million tons greater than during the same period of 1943, yet the stocks of sugar on hand in the nation on November 4, 1944 were about 465,000 tons less than on the same date the year before. If the war situation should improve enough to allow more shipping some time during next year, the shipping and the refining would still take much time. Refiners are also short of labor for speedy work.

3. What Will Be The Butter Supplies In 1945?

Civilians will probably have no more butter in 1945 than the 12 pounds per capita of 1944, and possibly a little less if production continues to drop. Civilians are drinking more fluid milk, and wartime requirements take much milk, more than the relatively small increase in total milk production. Prewar milk production was 103 billion pounds a year; it went up to 115 billion pounds in 1941, 118 billion in 1943, and 119 billion pounds in 1944. It cannot be expected to go above this figure in 1945. During this same period, war needs jumped from zero in pre-war to 5.4 billion pounds of milk in the form of dairy products in the year 1941, and on up to 16.7 billion pounds in 1943, thus leaving less for civilians. At the same time, civilians are getting 410 pounds of fluid milk a year compared to 338 pounds per capita in 1938.

As butter pays the least for milk, since much more of the product is wasted than in fluid milk, cheese, canned milk, and other milk products,

and as the wartime needs of the services, are for cheese, canned milk, and dried milk which can be shipped and handled better, butter supplies will continue small, while civilians will still get record amounts of fluid milk. As butter production is seasonally low now, and will not increase till the spring months of 1945, when the milk production increases seasonally, consumer supplies of butter cannot be expected to improve much until that time.

4. When Will Civilian Get More Cigarettes?

Production of cigarettes for civilian consumption has been climbing steadily, year by year and reached a peak in 1943, leveled off early in 1944, and has now decreased only slightly, as the amount of cigarettes for our armed forces overseas has increased. The amount of tobacco from the 1944 crop allotted to cigarette manufacturers is larger than ever before, 659 million pounds of flue cured tobacco, and 460 million pounds of burley tobacco. Flue-cured and burley tobaccos are the major kinds of cigarette tobacco.

Manufacturers ordinarily age tobacco 18 months to over two years, before using it in manufacture of cigarettes. Though tobacco production has increased, the aged stocks naturally have been used faster than they accumulated, as manufacturers did not buy as much tobacco 2 years ago as they are now using. They are now down to 18 months' supply of aged tobacco. Even if they use tobacco aged less, they are about at capacity production for the machinery and labor available.

The Internal Revenue records of cigarettes are in two divisions: taxpaid withdrawals and non-taxpaid withdrawals. The taxpaid withdrawals represent the output for consumption within the country by both civilian and armed forces stationed here. Non-taxpaid withdrawals represent: shipments abroad and distribution free in this country by the Red Cross, the Veterans' Administration, and various penal institutions.

In 1939, cigarettes for domestic consumption (taxpaid withdrawals) totalled 172,200,000,000. By 1943 domestic consumption jumped to 257,700,000,000 cigarettes. In the first 10 months of 1944, domestic consumption cigarettes totalled 201,000,000,000, or about 5 percent less than in the same period of 1943. This would mean about 70 packs of cigarettes for every man, woman and child in the country, in 10 months.

The armed forces of our country get about 96 percent of the non-taxpaid withdrawals of cigarettes. These cigarettes for overseas have increased from almost nothing in 1939 to 53,000,000,000 cigarettes in the first 7 months of 1944. The obvious reason is the increase in the number of men and women we have overseas.

Thus, one out of every 4 cigarettes produced here is for our armed forces abroad. At an estimate of 10 million men and women overseas, the production should allow them about 36 packs each per month, or more than a pack a day. Deliveries for lend-lease are small--but little over 1 percent, about 300,000,000 cigarettes a month, manufactured from British-purchased tobacco and put out under British brand names.

This sale of tobacco to foreign nations in wartime is not reducing our

own supply of cigarettes. Actually we sell to foreign nations now but one-third of our tobacco, while in pre-war times we sold them 40 to 60 percent of our crop. The tobacco allotted to our manufacturers is enough, the shortage is in lack of aged stocks and of labor and equipment to fulfill demands that are higher than ever before.

Thus total production of cigarettes, in 1941 totalled 218 billion. In 1943 this jumped to 308.7 billion. In the first 7 months of 1944, the production reached 192 billion, and if this rate continues through the rest of the year, 1944 total cigarette production will be 330 billion, or 20 billion more than in 1943, but with a slightly smaller share being consumed within our territorial limits, and more by armed forces overseas.

The fact that cigarette production is still high does not mean that our American consumers are getting all they want. Use of tobacco increases each year, use of cigarettes increases in comparison to other forms of tobacco, and the higher wartime incomes also make consumers better able to buy cigarettes, just as they are able to buy and consume 7 percent more food than in pre-war days. Hoarding and faulty distribution in the face of such unprecedented demand can well be involved.

5. What Will Be The Coffee Situation In 1945?

Before the war the coffee consumption trend in the United States was upward, and had reached 15 pounds or more per capita. The War Food Administration reports adequate supplies of coffee are in view for 1945. Stocks on hand are ample, as the September total was about 606,000,000 pounds and Brazil is under agreement to ship 1,000,000 pounds of coffee each month to this country in the three months after September. Additional supplies come in from other Latin-American nations.

With these advance stocks on hand, roasting supplies will be assured for some time, even if imports are variable under the deadlock on the price ceilings.

6. What Are The Expected Supplies Of Evaporated Milk?

Needs of the armed services for evaporated milk will continue high in 1945, with the result that civilian consumption cannot be expected to increase above the 1944 figures of 13.3 pounds per capita. Pre-war consumption was up to 17 pounds per capita, and remained at this level through 1942. Civilian demand has been increased because fluid milk supplies do not fill all needs, even though consumption of fluid milk has increased more than 20 percent. As war needs continue heavy, government stocks of evaporated milk are now low, while other stocks are about average. That means that the military take from 1945 production of evaporated milk will have to be large. As it is, civilian consumption has been greater in 1944 than the civilian allotments of evaporated milk. As all manufacturers supply the armed forces, supplies of all brands will be limited. WFA continues to ask equitable distribution of civilian supplies.

7. What Will Be The Canned Fruit Situation In 1945?

Canned fruit supplies for civilians will be about 1/8 less this season till the 1945 pack arrives. Canned fruit for the 1945 spring and summer months, until the new pack comes in, will be scarce, in spite of the larger crops of most of the fruits harvested for processing in 1944. The reason: much larger demands from our expanded armed forces, a greater number of whom are now overseas and eating a larger proportion of processed foods than they did while still in this country, and carry-over stocks from last year are smaller than usual.

The set-aside of canned fruits from the 1944 pack was set at about 70 percent of the base pack, or 37 million cases. Set aside of peaches is 76 percent, compared to 53 percent in 1943. Set aside of canned pears is 80 percent; on pineapple, 61 percent; cherries, 100 percent; berries, 75 percent. This set-aside includes a contingency reserve of 7 to 10 percent which may be released to civilians if military supplies prove adequate without them, later in the crop year. The 1944 pack of peaches is about 16,000,000 cases, compared to a base pack of 12,900,000 cases; pears, 5,500,000 cases compared to a base of 5,300,000 cases; 10,000,000 cases of pineapple compared to a base of 9,600,000 cases.

As it is, civilian supplies will not be much larger than last year on any of these major canned fruits. Per capita consumption of canned fruit in 1944 was 8.8 pounds, compared to 10 pounds in 1943, and a pre-war average of 14.9 pounds.

8. What Will Be The Supply Of Canned Vegetables?

Victory gardens and fresh vegetables will still be major supplements of the civilian canned vegetable supply for the year 1944-45, based on the 1944 pack of canned vegetables. The crop military needs for canned vegetables are 92,000,000 cases out of 202,000,000 cases 1944 pack. If the 1945 pack is as large as the past season's, late months of 1945 may give civilians larger stocks of canned vegetables. Per capita use of canned vegetables in 1944 was 36.2 pounds, equal to 1942 consumption, and above the pre-war average consumption of 31.1 pounds.

9. How Much Canned Meat Will Grocers Receive In 1945?

Canned meat supplies to grocers will probably be smaller in 1945, as the government war agencies require much greater amounts this winter than a year ago. Utility beef, 60 percent of which was formerly going to fresh or frozen beef for the armed forces, is now being used for canned meat, along with canner and cutter grades of meat, in order to fill this huge demand. Large amounts of pork are also going into canned meat, but the civilian supply will be small due to large overseas requirements. The proportion of canner and cutter beef will be smaller this winter, while supplies of fed cattle for choice, good, and commercial meat are expected to increase.

10. What Will Be The Comparative Supplies of Fruit Juices in 1945?

Good supplies of canned fruit juices will be on the shelves in 1945. The 1944 per capita civilian consumption of fruit juices was high, 8.2 pounds or 37 percent above the 6 pounds per capita in 1943. The 1945 supplies

are expected to be as good or better, with consumption about 200 percent of pre-war. Fruit juices will help fill the lack of canned fruit available to fill demands from war-expanded incomes. Canned grapefruit and orange juice will be in good supply, equal to 1944, but pineapple juice will continue relatively scarce.

11. What are the Prospects for Canned Fish?

Civilian supplies of canned fish will be smaller in 1945, though tuna fish may be equal in supply to the 1944 stocks. The armed forces are taking a larger share of the pack this year.

12. What Will be the Poultry Situation in 1945?

Chicken supplies will probably drop a little for all civilians, with a decrease in total production. Due to the set-aside orders to assemble chicken for the armed forces, the decrease will be greater in markets ordinarily supplied by the set-aside areas such as Del-Mar-Va. Turkey supplies should be a little better in the early months of 1945, with the easing of army buying. Ducks, geese, and guineas should be equal to 1944 supplies.

13. What Will be the Meat Situation?

Total supplies of meat will be slightly down in 1945, mainly due to a considerable decrease in pork. The amount of beef should be equal or a little higher than the 1944 supply, and probably a little better in quality. Veal will not be any more plentiful, if as in good supply as during 1944, when the consumption was high. There will be little change in lamb and mutton stocks. Per capita supply of all meats will be 5 or 10 pounds below the 1944 figure of 135 to 145 pounds. Meat supplies will still be above the pre-war consumption of 126 pounds.

14. Will Ham, Bacon, and Sausage be More Or Less Scarce in 1945?

Since the hog crop was at its peak in the winter of 1943-44, and will continue at a lower level, the supplies of all pork, including ham, bacon, and sausage, can be expected to be no larger, if as large, as during the present season. If the spring pig crop were to be increased with slightly larger feed supplies, the upturn in ham and bacon supplies would not probably come until next fall.

15. What Kinds of Fish Will Be in Good Supply in 1945?

Fresh and frozen fish supplies will be more plentiful in 1945. The frozen fish stocks today are large, and with expected normal catches of fish for fresh consumption, the supply should be adequate for a civilian demand somewhat larger than in 1944.

Heaviest supplies, in relation to usual stocks, will be of mackerel, cod, whiting, haddock, rosefish, croakers, flounders, scup, and hake. Other important food fish, as usual, will be salmon, halibut, pollock, along with shrimp, crabs, and oysters.

16. What Will Be the Supply of Frozen Foods in 1945?

While the limitations of freezer and cold storage space have limited the expansion of the frozen foods industry, the stocks of frozen fruits and

vegetables are larger again this year than they were in 1943, a year which saw considerable expansion also. October 1 stocks of frozen fruits were 297,885,000 pounds compared to 223,965,000 pounds a year earlier. Frozen vegetable holdings on September 1 were 164,383,000 pounds compared to 134,162,000 pounds a year earlier.

Frozen meats will not come to civilian consumers in any great share, due to wartime demands for meat, much of which is frozen. Frozen fish stocks are large this year, and for the inland areas accustomed to using this type of fish, the supplies are excellent. As the present stocks of frozen poultry are far above pre-war, and are somewhat larger than they were last fall, consumption of frozen poultry will probably be large in the early months of 1945. This is particularly true in the areas where fresh chicken is set aside for the armed forces.

17. What is the Fresh Fruit and Vegetable Situation For the Year?

Dependent to some extent on the weather, supplies of fresh vegetables in 1945 may be a little below the record supplies of 1944. However, Victory gardens again may well be expected to supply many fresh vegetables, in volume about equal to commercial production.

The potato supply in the early months of 1945 will be less than in the early months of 1944 when we were eating a record fall crop of 1943 late potatoes, together with considerable supplies of southern potatoes. The late potatoes of the 1944 crop have been moving faster this year and the crop was smaller, thus leaving less for the first months of 1945.

The 1944 production of fruit was a record 16 million tons, much of which came to market in fresh form, with huge citrus crops, average apple, grape, peach, and other deciduous fruit crops. The 1945 production of fruit for fresh consumption, barring natural mishaps can be expected to be large also. The hurricane damage to the citrus crop reduced probably production this winter to a little below the 1943-44 season.

18. What Supplies of Shortening and Cooking Fats Will Be Available?

Supplies of shortening in 1945 will probably be somewhat less than in 1944, largely due to the huge supplies of lard available in the early months of 1944, after the largest hog crop on record was slaughtered. Vegetable fats will probably continue in as large supply as during 1944. In 1944 per capita use of lard was 14 pounds, of other shortening 2.2 pounds.

19. Will the Shortage of Paper Products Continue?

Pulp products of all kinds are due to be scarce in the next year, with huge demands for shipments for the armed forces, and with civilian demand at record levels. Labor for the production of pulpwood is still tight. For more information, Write for you to WPB.

20. What Are the Expected Soap and Soap Powder Supplies?

About $\frac{1}{4}$ of our soaps go into the products provided to the armed forces. With a somewhat smaller total supply of fats and oils in 1945 than in 1944, and with greater numbers of our men overseas, soap products are not apt to be any more plentiful on the grocery shelves. The purchase of soap for the military has been expanded recently, and will probably continue in 1945.